



Not Because We
Say So, but be-
cause It Is So.

Ladies' Blouses as Holiday Gifts



Our New York buyer made a ten-strike the other day and has just expressed us an extremely attractive selection of high grade blouses. They are exceptional to a degree as to quality and style. When you see them you'll like them—and you'll like the prices on them, too.

On Monday Only

We offer a noteworthy GLOVE SPECIAL. Ladies' Dog-skin Gloves—the regular \$1.50 quality; on Special Sale Only Monday, December 13, at per pair

99c

Always Welcome

Always Useful

Travelling Goods

MAKE A GIFT THAT KEEPS MEMORY PLEASANTLY FRESH

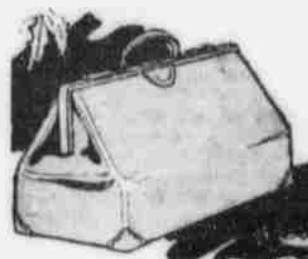
Our stock is very large and the quality throughout is high.

WARDROBE AND BOX TRUNKS

\$5.95 to \$60.00

Suit Cases and Bags; plain and with fittings; sole leather, pigskin, crepe seal and walrus. Prices from

\$3.95 to \$35



Collar bags, writing cases, medicine packs, bill books, glove holders, EVERYTHING THE TRAVELER NEEDS at prices his friends can afford to pay.



DURING THIS SEASON OF GIFT SEEKING DON'T OVERLOOK YOUR OWN FOOTERY. IF YOU WANT REAL SHOES—WE HAVE THEM. IF YOU WANT GENUINE SHOE VALUES—WE GIVE THEM. DURING THE LAST TEN YEARS THERE HAS ALWAYS BEEN SOME STORE HERE THAT SOLD SHOES "AS GOOD AS ROSENWALD'S—FOR LESS"—BUT IT'S BEEN OUR UNVARYING EXPERIENCE THAT THE FEW MISLED CUSTOMERS HAVE ALWAYS RETURNED TO ROSENWALD'S, THE STORE OF SHOE SATISFACTION. WHY TAKE CHANCES.

IN THE RUSH ...OF...

Holiday Shopping Don't Overlook Our Sale of Ladies' Suits

At the risk of seeming over persistent we want to urge that if you haven't bought one of these suits, BUY IT NOW! The merits of this whole line and the great price concession justify fully all the publicity we have given this pace setting BEFORE CHRISTMAS SALE.

Suits originally priced to \$10, now . . . **\$4.95**
Suits originally priced to \$15 and \$20, now . . . **\$9.95**
Suits originally priced to \$25 and \$30, now . . . **\$16.95**
Suits originally priced to \$35 and \$40, now . . . **\$24.95**
Suits originally priced to \$50 and \$60, now . . . **\$35.95**

THIS WINTER MOST FASHIONABLE DESIGNS

Jewelry

Discriminating shoppers have said that our 1915 Christmas jewelry stock is the finest that we have ever offered to the buying public of Albuquerque. We appreciate the compliment, and modestly admit it to be true. We invested more money in it than ever before; exercised more care in buying it than ever before; purchased it with a view to meeting a greater demand than ever before—and the result is ready for your inspection and service. Next week will be jewelry week throughout all prosperous America. It will be jewelry week in Albuquerque and in no city in this nation will be available a finer, more painstakingly chosen or more diverse and satisfying stock than you will find at ROSENWALD'S.



The Suggestion
is made for your
comfort and
best service.



The ladies pictured nearby are clad in furs. All women want furs for midwinter wear. The street costume from November to March is hardly complete without them. And furs wear out, just like shoes, and pass out of style, just like bonnets.

IF YOUR WIFE is wearing furs of an ancient vintage, just consider the facts stated above and give her real pleasure at Christmas with a set of handsome new ones. This is a very practical proposition, Mr. Man. We have priced our whole beautiful stock of the latest fur models as a special Christmas concession, at reductions of from 25 to 40 per cent from our regular prices. We can sell you furs, in separate pieces, or in sets at from **\$3.95 to \$115**, and guarantee that they will please the recipient.

THINK IT OVER



Be Sure You Go Up
Stairs to Toyland
so your little ones may
come down stairs to
happiness on Christmas
morning.

This week has been a busy one in Toyland, but the real rush for the third floor will begin Monday morning. We want you to see Toyland, and we want your children to see it while the whole lovely display of things for the pleasure of little ones is complete and fresh. Therefore, come early next week, for we really have placed the Toyland things on display to sell; we have been selling them like hot cakes on a frosty morning, and we'll increase the selling pace materially next week. We want your Christmas toy purchases; but we want your comfort and satisfaction in buying, also. And for these latter reasons we urge you not to put off the trip to Toyland too long.

Kerchiefs for Kiddies

Designed for the sole purpose of bringing joy to the youngster's heart. They'll do it, too.

A liberal selection for you and at prices that are as tiny, as the tots these handkerchiefs are made for.

BE SURE YOU SEE THEM

CASH FOR CAKES AND CAKES FOR SWEET CHARITY

Purest Baking Powder Representative Arranges for a Baking Contest, Product of Which Goes to Poor.

A baking contest on novel lines has been arranged by the local representative of the Purest Baking Powder company, Mr. McCall, with attractive cash prizes for the best articles entered. The contest will close December 13.

The prizes are as follows:
For the best loaf cake, \$5.
For the best layer cake, \$5.
For the second best loaf cake, \$2.
For the second best layer cake, \$2.
For the best doughnuts, \$2.
The rules are simple, the only requirement being that the baking be done with Purest baking powder. All cakes entered will become the prop-

erty of the Civic Betterment league and the proceeds applied to charitable work, or the cakes themselves will be given to the poor of the city. Handsome souvenirs will be given to each entrant.

The Civic Betterment league will name the judges of the contest.

EARLIER FAIR IS INDICATED BY NEW CIRCUIT DATES

Announcement was made today by Secretary R. W. Wiley, of the state fair commission, that the Santa Fe racing circuit had assigned racing dates to Albuquerque two weeks ahead of last year's. The week of September 25 has been set aside for the Duke City. That means, in all probability, that the next state fair will be two weeks earlier.

Raton and Trinidad have withdrawn from the circuit, and that made the September dates available for Albuquerque. Amarillo has been taken in, and efforts are under way to get other Texas towns on the circuit. Texas weather conditions, it is thought, will favor later dates. Mr. Wiley has been elected vice president of the circuit.

COUDERT PRAISES LOCAL CONDITIONS FOR PHOTOGRAPHY

George Coudert, cinematographer for the Equitable motion picture people here, declared today that he had never seen light conditions more favorable than those indicated by his tests in the last three days. He said he regarded the light here as well-nigh perfect.

"Of course there was a little haze for an hour or so in the morning, but they tell me that is not the usual thing," he said, "and after it cleared we had light as good as any I have ever seen. There is no question but that this city is possessed of splendid conditions for photographic work."

Mr. Coudert is something of an expert in the photographic line and has been connected with the motion picture industry since its earliest days, when none of the big companies had a studio, even, but made films in a vacant lot, or wherever they could set up their scenes.

J. E. Voll of Shelbyville, Ind., is here visiting his brother, R. T. Voll, of this city.

WANT ADS PAY. TRY ONE.

CHURCH OF IMMACULATE CONCEPTION CLOSES A SUCCESSFUL RETREAT

The retreat of the Immaculate Conception church closed Wednesday. For the past ten days Father McNulty of Chicago has conducted these special services preparatory for the feast of the Immaculate Conception.

The church was decorated, as befitted the occasion, in red and white garlands; the pink of the Mother of God. Mass, communion and a sermon occurred daily. There were three masses: one at half past five, another at seven and a special one at nine for all the children of the parish. Again at half past two every day the children assembled for an instructive lecture. At night the service consisted of the rosary sermon and benediction of the most blessed sacrament.

Father McNulty every night heard confessions until a late hour. Large crowds filled the church, both morning and evening. Father McNulty and Father Mandelari both expressed their delight at such a large attendance.

Father McNulty is an eloquent speaker. He has been a well-known missionary for several years. He left on the limited for Chicago Thursday.

THIRTEEN WITNESSES TELL OF EXPLOSIONS IN TRIAL OF SCHMIDT

[By Evening Herald Special Wire] Los Angeles, Cal., Dec. 11.—Thirteen witnesses, all of whom told of dynamite explosions, testified at today's brief session of the trial of Matthew A. Schmidt, charged with the murder of one of the twenty victims of the Times bomb explosion here five years ago.

Lee Trower, superintendent of the Pittsburgh Construction company, testified that thirteen explosions occurred on work of his company after it had declared open shop in 1908. Fred Baker, a police sergeant at Indiana Harbor, told of a bomb explosion on a bridge at that place in March, 1910.

NEBRASKA RAISES ITS QUARANTINE ON STOCK

Lincoln, Neb., Dec. 11.—The Nebraska livestock sanitary board today raised the foot and mouth quarantine of the state as applied to shipments of livestock from Wisconsin. The quarantine remains effective against shipments from all other states east of the Mississippi river.

NEW YORK CITY FACES SERIOUS MILK FAMINE

[By Evening Herald Special Wire] New York, Dec. 11.—The health department announced today that New York city is facing a serious milk shortage as a result of the enormous purchases of condensed milk by the allies for the soldiers in the trenches.

The situation particularly menaces the poor in that grade B milk, mainly used in the manufacturing article, is the milk chiefly consumed by the poorer classes. The shortage at present amounts to 40,000 quarts a day, but it is feared that it will be greater before the end of next week.

TWO KILLED AND 100 IMPRISONED BY FALL OF LEDGE IN COAL MINE

[By Evening Herald Special Wire] Tacoma, Wash., Dec. 11.—Two men were killed and 100 of their comrades were imprisoned for twelve hours by the fall of a ledge of coal in a mine at Carbondale, Wash., late yesterday. The imprisoned men, some much weakened, were rescued early today.

TREE IN FOREST IS PICKED FOR CITY FESTIVAL

Ranger Schoenberg Marks 35-foot White Fir in Tejaso Canyon, Sandia Mountains, to Be Cut December 16.

Forest Ranger W. P. Schoenberg has selected the tree to be cut for the municipal Christmas exercises at Robinson park Christmas eve. It is a white fir, the same as last year, 35 feet high. It is in the same district from which last year's tree came, Tejaso canyon.

Arrangements have been made to fall it December 16. If the weather and deep snow do not interfere the tree will be in town a day or two later. The forest service gives the tree free of all cost. The spot where the tree stands is about thirty miles away, as the trails run, in the Sandia mountains.